



RIT | **RIT Press**

Fall 2021

About RIT Press

RIT Press is the not-for-profit scholarly book publishing enterprise at Rochester Institute of Technology (RIT). RIT Press is dedicated to the innovative use of new publishing technology while upholding high standards in content quality, publication design, and print/digital production. The Press offers specialized titles for niche academic audiences, trade editions for mass-market audiences, books on subjects of regional interest, occasional limited editions with unique aesthetic standards, as well as gift items.

Established in 2001 as RIT Cary Graphic Arts Press, the Press initially focused on publishing titles documenting graphic communication processes, printing history, and bookmaking. As RIT Press's editorial scope evolved, the Press broadened its reach to include content supporting all academic disciplines offered at RIT. These include business, applied science and technology, graphic arts, deaf studies, and liberal arts. In 2007, an additional imprint, RIT Press, was established for all titles not related to the graphic arts. Beginning in 2013, all publications carry this imprint.

The Alexander S. Lawson Publishing Center

Our office space, the Alexander S. Lawson Publishing Center, opened in 2007. The striking design of the facility is based on the golden section, a schema that figured in historical book design. Glass walls enclose a sales area, conference room, and gallery. Hermann Zapf designed the typography for some 30 stimulating quotations that adorn the glass. The Lawson Center is located on the second floor of the Wallace Center at RIT, adjacent to the Melbert B. Cary, Jr. Graphic Arts Collection.

To Place an Order

For secure online credit card orders 24 hours a day, please visit our website. To order by mail or fax, printable order forms are available online. A full publication list is available through our website. Prices subject to change.

PHONE: (585) 475-6766

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WEB: WWW.RIT.EDU/PRESS

Forthcoming Titles

Preview a selection of our forthcoming book titles on the inside back cover of this catalog.



Follow us! @ritpress

COVER IMAGE

Fabricator from The Displayers Inc. constructing *The Cell* exhibition, 1957, © RIT Cary Graphic Design Archive. Featured in *Communicating Knowledge Visually: Will Burtin's Scientific Approach to Information Design* (see page 4).



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Up Against the Wall

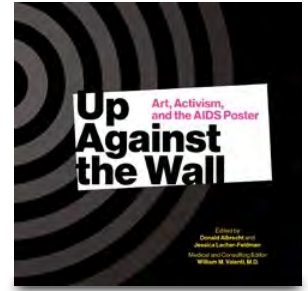
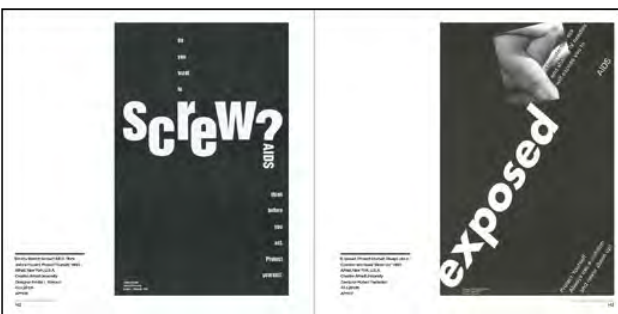
Art, Activism, and the AIDS Poster

Edited by Donald Albrecht and Jessica Lacher-Feldman, Medical and Consulting Editor William M. Valenti, M.D.

Up Against the Wall: Art, Activism, and the AIDS Poster offers nearly 200 examples of visually arresting and socially meaningful posters, taken from more than 8,000 held in the collection in the University of Rochester's River Campus Libraries' Department of Rare Books, Special Collections, and Preservation. The collection, one of the largest of its kind in the world, was donated to the University of Rochester by Dr. Edward Atwater.

The posters, spanning the years from 1982 to the present, show how social, religious, civic, and public health agencies have addressed the controversial, often contested terrain of the HIV/AIDS pandemic within the public realm. Organizations and creators tailored their messages to audiences, both broad and very specific, and used a wide array of strategies, employing humor, emotion, scare tactics, simple scientific explanations, sexual imagery, and many other methods to communicate powerfully and effectively.

Exhibition at Memorial Art Gallery of the University of Rochester, March 6–June 19, 2022.



PUBLISHED BY RIT PRESS
(8/2021)

232 PAGES

187 ILLUSTRATIONS

9 × 9 IN.

HARDCOVER

\$60.00

ISBN 978-1-939125-78-1

ABOUT THE EDITORS

Donald Albrecht is an independent curator and author based in New York City. His exhibitions and books have ranged from overviews of cultural trends to profiles of individual designers, architects, and photographers.

Jessica Lacher-Feldman is the exhibitions and special projects manager, and is the curator of record for the AIDS Education Posters Collection in the Department of Rare Books, Special Collections, and Preservation, River Campus Libraries, at the University of Rochester.

Dr. William M. Valenti is an infectious diseases specialist in Rochester, NY, and the co-founder of Community Health Network, now Trillium Health.

Communicating Knowledge Visually

Will Burtin's Scientific Approach to Information Design

R. Roger Remington and Sheila Pontis, Ph.D.

Communicating Knowledge Visually presents a timely, in-depth examination of information design pioneer, Will Burtin. Using a methodical approach, the authors analyze Burtin's way of working and nine of his seminal projects, including his exhibitions for The Upjohn Company and diagrams for *SCOPE* magazine.

Excerpts taken from Burtin's unpublished writing offer insight into his thinking process and explain how he transformed complex scientific information into easy, accessible visual forms. Scientists, designers, educators and students will gain valuable knowledge from Burtin's unique design approach in meeting the current challenges of communicating complexity in their respective fields.



**PUBLISHED BY RIT PRESS
(10/2021)**

188 PAGES

139 ILLUSTRATIONS

9 × 12 IN.

SOFTCOVER

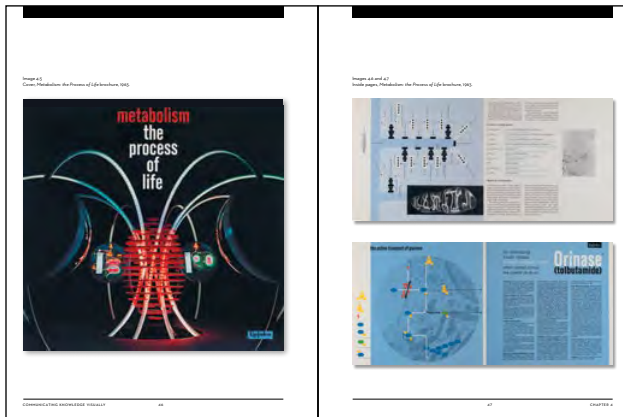
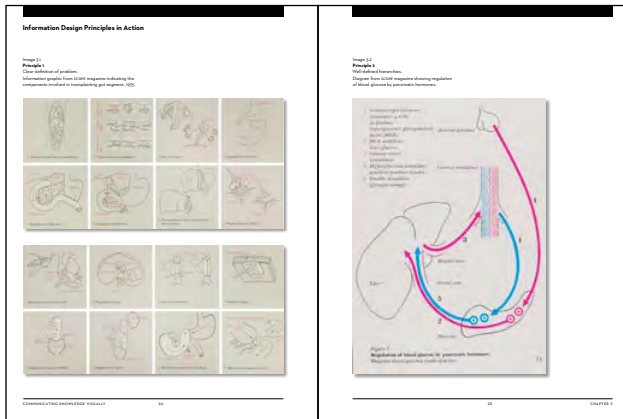
\$60.00

ISBN 978-1-939125-85-9

ABOUT THE AUTHORS

R. Roger Remington is the Vignelli Distinguished Professor of Design Emeritus at Rochester Institute of Technology in Rochester, New York. He is an experienced teacher, scholar and author with critical interests in graphic design history, research, archiving and interpretation of historical documents.

Sheila Pontis, Ph.D. works at the intersection of information design, cognitive science and field research. As a design educator, she has taught in Argentina, Spain, the UK, and the US, most recently at Princeton University. Pontis is a partner at Sense Information Design, a design consultancy firm in New York City.



**RELATED TITLES:
GRAPHIC DESIGN
(PAGES 16-17)**

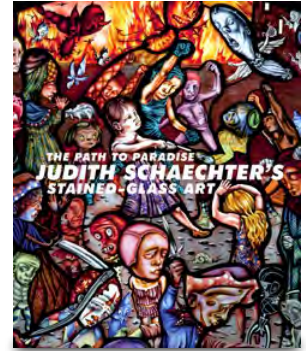
The Path to Paradise

Judith Schaechter's Stained-Glass Art

Jessica Marten

From her start in the 1980s, Judith Schaechter (b. 1961) has stretched the medium of stained glass into an incisive art form for the twenty-first century, boldly paving her path in the diverse arena of contemporary art. With deep respect for history, a provocative rebelliousness, and a feminist sensibility, Schaechter has aptly been called a “post-punk stained-glass sorceress.” This catalog accompanies *The Path to Paradise: Judith Schaechter's Stained-Glass Art*, the first survey and major scholarly assessment of this groundbreaking artist's 37-year career. The essays explore the range of critical registers Schaechter's work spans, illuminating and contextualizing the artist's unique contributions to the contemporary canon.

An exhibition of the same name was on view at the Memorial Art Gallery of the University of Rochester, Toledo Museum of Art, and Des Moines Art Center from 2020 to 2021.



**PUBLISHED BY RIT PRESS
AND MEMORIAL ART
GALLERY (1/2020)**

176 PAGES

112 ILLUSTRATIONS

9 × 11 IN.

HARDCOVER: \$49.95

ISBN 978-1-939125-73-6

SOFTCOVER: \$40.00

ISBN 978-1-939125-80-4

ABOUT THE AUTHORS

Jessica Marten is Curator in Charge/Curator of American Art at the Memorial Art Gallery of the University of Rochester. In her curatorial practice, Marten is particularly interested in exploring historically marginalized artists and lesser-known histories.

Glenn Adamson (foreword) is a curator, writer, and historian who works at the intersection of craft and contemporary art, and currently Senior Scholar at the Yale Center for British Art.

Virginia Chieffo Raguin, PhD, Yale University (essay), is Distinguished Professor of Humanities at the College of the Holy Cross. She has published widely on religion, stained glass, and architecture.

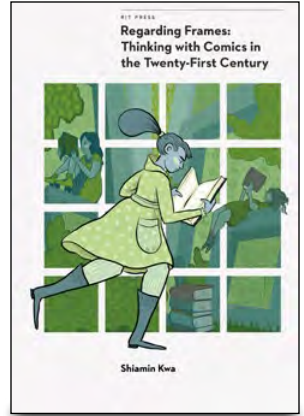
Diane C. Wright (essay) is the Senior Curator of Glass and Decorative Arts at the Toledo Museum of Art, where she explores the infinite world of glass within the context of Toledo's encyclopedic art collection.

Regarding Frames

Thinking with Comics in the Twenty-First Century

Shiamin Kwa

Part interpretive criticism, part philosophical meditation, *Regarding Frames: Thinking with Comics in the Twenty-First Century* explores the ways that literary comics engage readers in the mutual construction of meaning. Kwa draws from a wide range of philosophical, critical, and theoretical texts to analyze the visual and verbal narrative strategies that artists use. She examines the work of comic artists Gabrielle Bell, Michael DeForge, Kevin Huizenga, Laura Park, and Dash Shaw who construct their particular visions of the world. These creators' experiments with form pose questions about the difference between how things appear to be and how they are. *Regarding Frames* makes a case for the rewards of close reading at the surface.

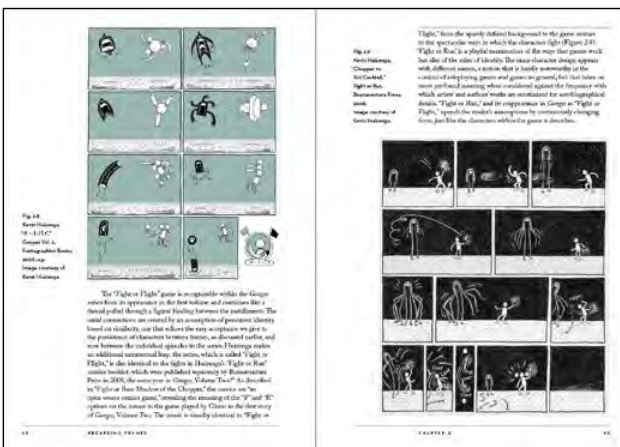


PUBLISHED BY RIT PRESS (2/2020)
ISBN 978-1-939125-64-4
SOFTCOVER
238 PAGES
62 ILLUSTRATIONS
7 × 10 IN.
\$29.95

ABOUT THE AUTHOR
Shiamin Kwa is associate professor of East Asian Languages and Cultures and Comparative Literature at Bryn Mawr College, Bryn Mawr, Pennsylvania.

Regarding Frames is the fifth book published in the RIT Press Comics Studies Monograph Series. Comics Studies Monograph Series Central to contemporary media as an intersection of image and word, the world of comic books is produced by creators, fans, and scholars who understand this graphic medium as entertainment and art, reflection and guide. The Comics Studies Monograph Series embraces the historical, geographic, and theoretical complexity of comics and invites submissions that deal with creators and titles as well as genres and cultural trends. The series editor is Terrence Wandtke, Professor at East/West University.

RELATED TITLES: COMICS STUDIES MONOGRAPH SERIES (PAGE 15)



Late Harvest

Forest McMullin

Foreword by Nancy McCrary

Vast as it is varied, the American South has a quality of light that uniquely illuminates its structures, landscapes, and people. Photographer Forest McMullin traveled rural back roads from North Carolina to Arkansas, including Georgia, Florida, Alabama, Mississippi, and Louisiana. *Late Harvest* documents his journey and stories of the people and places he visited. McMullin's 79 photographs capture the colors and textures emblematic of the region and pay tribute to its unique identity and the people who live there.



**PUBLISHED BY RIT PRESS
(1/2020)**

ISBN 978-1-939125-77-4

HARDCOVER

112 PAGES

79 ILLUSTRATIONS

11 × 11 IN.

\$60.00

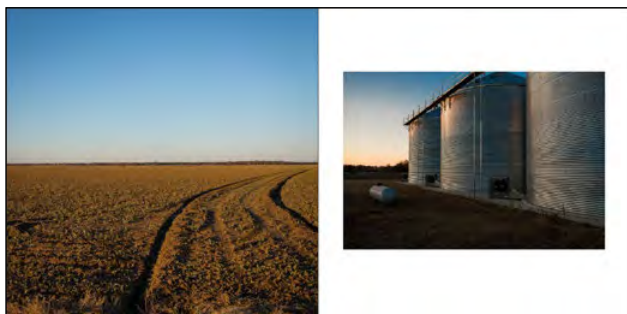
ABOUT THE AUTHOR

Forest McMullin is a free-lance photographer, artist, and photographic educator based in Atlanta, Georgia. Currently a full time Professor of Photography at the Savannah College of Art and Design's Atlanta campus, he is represented by Thomas Deans Fine Art in Atlanta. McMullin's work in the permanent collections of Hunter Museum of American Art, The George Eastman Museum, Georgia Council for the Arts, American Society of Media Photographers, Visual Studies Workshop, Rochester Institute of Technology, The Buffalo Museum of Science, Savannah College of Art and Design, and Southern Poverty Law Center.

Foreword by **Nancy McCrary**, founding editor of South x Southeast photo magazine (www.sxsemagazine.com), and director of the South x Southeast photo gallery.



**2020 PX3 – Prix de la Photographie,
Paris: Silver award winner in
Book / Fine Art**



**RELATED TITLES:
PHOTOGRAPHY
(PAGES 20–21)**

North by Nuuk

Greenland After Rockwell Kent

Denis Defibaugh

North by Nuuk is an intimate, contemporary look at the people and the social and primal geographic landscapes of Greenland. Photographer Denis Defibaugh presents his journey from Nuuk to the settlement of Illorsuit, 300 miles north of the Arctic Circle, following Rockwell Kent's earlier footsteps and offering a fresh look at timeless Greenland. Defibaugh's revealing documentary photographs made during 2016–17 introduce a changing country and its cultural continuity in response to Kent's 1930s historic writings and hand-tinted lantern slide images made during his residence in Greenland. The innovative documentary project, supported by a National Science Foundation award, weaves Defibaugh's stunning photographs through past and present daily life while linking Greenlanders with their pristine and revered landscape. Foreword by Gretel Ehrlich; essays by Axel Jeremiasson and Denis Defibaugh.



**PUBLISHED BY RIT PRESS
(11/2019)**

ISBN 978-1-939125-70-5

HARDCOVER

200 PAGES

124 ILLUSTRATIONS

11 × 10 IN.

\$60.00

ABOUT THE AUTHOR

Denis Defibaugh is a Rochester, New York based photographer and professor at Rochester Institute of Technology for more than 30 years. His photographic projects include explorations of Oaxaca, Mexico's The Day of the Dead, extinct species in Afterlives of Natural History, and Tlacotalpan, Mexico's Candelaria Festival.



**RELATED TITLES:
PHOTOGRAPHY (PAGES 20–21)
GREENLAND GREETING
CARDS (PAGE 25)**

Images from Science 3

An Exhibition of Scientific Images

Organized by the School of Photographic Arts and Sciences, Rochester Institute of Technology; and Johns Hopkins University and School of Medicine

Images from Science 3 (IFS 3) is the companion text to an exhibition showcasing full color scientific images ranging from the intricate beauty of a frozen snow crystal to the interaction of T-cells fighting cancer. The images invite readers to view examples of wide-ranging techniques in science photography, videography, and illustration that reveal science in unique new ways. *IFS 3* presents 71 image makers whose work was selected by an international panel of judges. Each image is accompanied by a brief description of the technical equipment and process used to capture it.

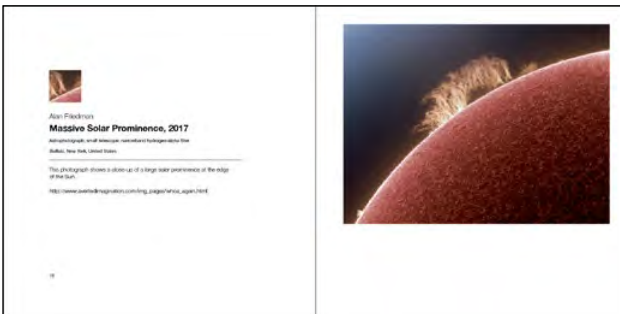
Exhibition schedule: <https://images.cad.rit.edu/>



PUBLISHED BY RIT PRESS
(11/2019)
ISBN 978-1-939125-67-5
SOFTCOVER
216 PAGES
86 ILLUSTRATIONS
8½ × 8½ IN.
\$29.95

ABOUT THE ORGANIZERS

Images from Science 3 was organized by **Norm Barker** (of Johns Hopkins University and School of Medicine), and **Chris Jackson, Ted Kinsman, Michael Peres, and Bob Rose** (of Rochester Institute of Technology).



RELATED TITLES:
PHOTOGRAPHY
(PAGES 20–21)

Bookbinding 2000 Proceedings

Edited by David Pankow

In June 2000 the RIT Cary Graphic Arts Collection hosted a conference, exhibition, and gala in honor of Bernard C. Middleton's contributions to the art of bookbinding, and RIT's acquisition of Middleton's outstanding book collection. Some of the world's foremost scholars and bookbinders presented a series of stimulating talks and detailed demonstrations at the event. This publication gathers the content of the six conference lectures into a fine volume with full-color illustrations.

7½ × 10 IN., 110 PAGES, SOFTCOVER, \$21.99



Highlights of the Cary Graphic Arts Collection at Rochester Institute of Technology

Steven K. Galbraith,
Amelia Hugill-Fontanel,
Kari Horowicz

Since its founding in 1969, the Cary Graphic Arts Collection at Rochester Institute of Technology has grown from the personal library of its namesake Melbert B. Cary Jr., to one of the nation's premier libraries on graphic communication history. Highlights of the Cary Graphic Arts Collection brings this history to life with a selection of items that not only exemplify the scope and mission of the library, but are treasures in their own right. The catalog features milestones in the history of printing, diverse examples of fine press printing, artists' books, and rare artifacts from The New York Times Museum of the Recorded Word.

8 × 10 IN., 90 PAGES, SOFTCOVER, \$22.95



Highlights from the Middleton Collection of Books on Bookbinding

Bernard C. Middleton

This elegant cloth-bound, full-color catalog accompanied an exhibition of rare items from the Bernard C. Middleton Collection and was published to coincide with the Bookbinding 2000 conference at RIT. It includes illustrations and explanatory texts of the rarities on display—from historical ephemera to masterpieces of the binder's art. A selection of some of Middleton's most celebrated essays on bookbinding is also featured in this work.

7 × 10¾ IN., 124 PAGES, HARDCOVER, \$50



Printing History back issues

Printing History, the biannual journal of the American Printing History Association, publishes scholarly articles on the history of printing, publishing, books, type, typography, paper and related industries. Befitting a publication devoted to this subject it is beautifully designed, printed and illustrated, of course, and is available only in paper format. See our website for available issues.

AMERICAN PRINTING HISTORY ASSOCIATION
10¼ × 7½ IN., SOFTCOVER, PRICES VARY



Edges of Books: Specimens of Edge Decoration from RIT Cary Graphic Arts Collection

Steven K. Galbraith

Edges of Books examines a familiar form from an unfamiliar perspective. When books are on display, it is usually their spines, covers, text, or illustrations that are featured. These are the familiar parts of the books—the parts that modern readers have come to interact with the most. *Edges of Books* takes a different approach, uncovering a tradition that extends back centuries in which the edges of books were important sites for information and decoration.

10 × 7 IN., 68 PAGES, SOFTCOVER, \$16.99

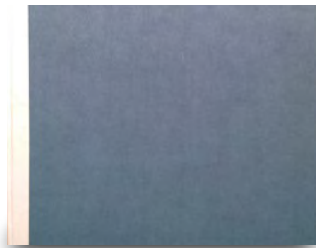


Manuale Calligraphicum

Examples of Calligraphy by Students of Hermann Zapf

Of all his contributions to the graphic arts, Hermann Zapf's (1918–2015) dedication to sharing his knowledge may be regarded as one of his most enduring achievements. At Rochester Institute of Technology, in 1979, he began to teach a series of summer classes in Advanced Calligraphy. The classes attracted an international group of accomplished graphic artists whose hours spent with Zapf became treasured memories. This new book was conceived as a way to honor Zapf's legacy at RIT by offering a select group of accomplished former students an opportunity to share, through their art, what those classes meant to them. The Cary Collection is proud to present this selection of 19 works from 15 calligraphers as their tribute to a master teacher and dear friend. Limited edition of 325 copies, published by the RIT Cary Graphic Arts Collection and distributed by RIT Press.

11½ × 9 IN., 60 PAGES, HARDCOVER, \$195



Manuale Zapficum

Typographic Arrangements of the Words By and About the Work of Hermann Zapf & Gudrun Zapf Von Hesse

This book commemorates the Zaps' ninetieth birthdays through beautiful typeface specimens set in homage to the classic design of Hermann Zapf's masterpiece, his 1968 *Manuale Typographicum*. The 20 specimen designs in the book are based upon quotes about the couple's oeuvre, each typeset in Zapf faces and letterpress printed by friends and colleagues. Contributors include Jill Bell, Rick Cusick, Jerry Kelly, Nancy Leo-Kelly, David Pankow, and Doyald Young. The *Manuale Zapficum*'s innovative specimen pages employ timeless Zapf faces such as Diotima, Optima, Palatino, and Zapfino, while including fresh uses of proprietary typefaces such as Hallmark Uncial and Hallmark Textura. Each is printed in red and black on Hahnemühle Biblio paper. The Campbell-Logan Bindery bound an edition of 100 copies in vellum and Fabriano paper.

8¾ × 12½ IN., 24 PAGES, HARDCOVER, \$180



Melbert B. Cary, Jr. and the Press of the Woolly Whale

David Pankow, Carl Purington Rollins, Kenneth Auchincloss

There is no doubt that Melbert B. Cary, Jr. reflected on what the books produced at his Press of the Woolly Whale might mean to those who acquired them. In the preface of his first book, *The Vision of Sir Launfal*, he declared, "Our intention [is] to publish only those text which appeal strongly to us, excluding those accepted classics, so completely accepted that they are never opened. Our interest lies only with those who read their books, cherishing them because of the enjoyment gained from using them." The essays and bibliography that follow document the life and work of a man who loved books and who loved the making of books, from the formal to the ingenious and daring. Designed by Jerry Kelly, bound by Judi Conant, printed in letterpress and offset in an edition of 120 copies. Winner of AIGA 50 Books/50 Covers of 2002.

6 × 8¼ IN., 80 PAGES, HARDCOVER, \$200



Alphabet Stories: A Chronicle of Technical Developments

Hermann Zapf

After a complete sell-out of the American edition, RIT Cary Graphic Arts Press presents a second edition of *Alphabet Stories*. This book is enhanced by a letterpress-printed broadside designed by Zapf. Written as an anecdotal first-person account, the reader is treated to Zapf's recollections of technical breakthroughs. Reproductions of his calligraphy, proofs, typographic specimens, and photographs complete the story.

7½ × 11 IN., 150 PAGES, HARDCOVER, \$65



The Aries Press of Eden, New York

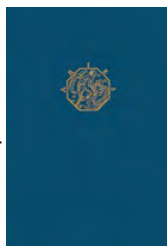
Richard Kegler

The Aries Press was an American private press founded by Spencer Kellogg, Jr., in the 1920s. A second-generation millionaire and supporter of the arts, Kellogg was influenced by the Arts and Crafts movement. Though little known today, the Aries Press produced exceptional examples of fine printing. Richard Kegler documents its colorful history accompanied by fine illustrations and samples from the Press.

6 × 9 IN., 96 PAGES, HARDCOVER

STANDARD EDITION: \$49.95 \$29.95

DELUXE EDITION: \$200.00

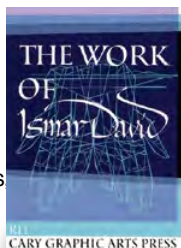


The Work of Ismar David

Selected by Helen Brandshaft,
Edited by David Pankow

Ismar David made his career over a broad spectrum of applied art: calligraphy, book arts typography, and architectural design. *The Work of Ismar David* collects the designer's lifework, following his training in Berlin through his career in Jerusalem and New York. His archives are held in the Cary Collection at RIT.

**8 × 11 IN., 160 PAGES, SOFTCOVER, \$29.95-
\$14.00**

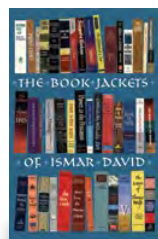


The Book Jackets of Ismar David

Misha Beletsky

This book rediscovers an important contribution to a popular field of graphic design and suggests that Ismar David's calligraphic book jackets present a viable alternative to the current design approach. David's style is informed by a thorough mastery of the typographic tradition yet looks remarkably fresh, even today.

6 × 9 IN., SOFTCOVER, 48 PAGES, \$24.95

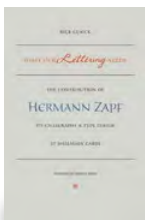


What Our Lettering Needs

Rick Cusick

This book is a thorough account of Hermann Zapf's contributions to the artistry and success of Hallmark Cards, an experience that is now fully blended into the company's rich heritage. Since the late '70s, designer Rick Cusick has provided, in articles and presentations, most of what has been written about the Hallmark/Zapf association. This beautifully illustrated book is a tribute to Zapf's own philosophy that the artist's challenge is "to ensure, despite technology and mass production, that beauty is never lost."

6¾ × 10 IN., SOFTCOVER, 136 PAGES, \$24.95



The Bentons

Patricia A. Cost

Foreword by Matthew Carter

The story of the lives and work of Linn Boyd Benton and Morris Fuller Benton is an important chapter in the history of type, recalling a time in American history when men quietly worked at developing and improving mechanical technologies that they thought would continue evolving incrementally into the future. Includes a comprehensive listing of Morris Benton's typefaces.

**7 × 10 IN., 400 PAGES, SOFTCOVER, \$24.95-
\$18.95**



About More Alphabets: The Types of Hermann Zapf

Jerry Kelly,

foreword by Robert Bringhurst

This book, a companion volume to the Typophile Chapbook *About Alphabets* (1960, updated 1970), describes Zapf's post-1970 type designs and provides new research on many of the earlier types. In this volume, Jerry Kelly describes the origins and history of numerous Hermann Zapf typefaces including Marconi, ITC Zapf International, Linotype Zapfino, and Zapf Civilité.

THE TYPOPHILES

4½ × 7 IN., 112 PAGES, HARDCOVER, \$35



A Specimen Portfolio of Wood Type in the Cary Collection

Melbert B. Cary, Jr. Graphic Arts Collection

Foreword by R. Roger Remington

Wood type in myriad designs—from stark condensed sans serifs to bizarre ornamental scripts—created variety in commercial advertising more than 180 years ago, and continues today to influence modern signs, posters, and billboards. The Cary Collection maintains an impressive collection of wood type, numbering over 300 fonts. This book showcases over 250 of our best wood type specimens, including many complete fonts and samples from unusual designs. All specimen reproductions were printed from the original wood type blocks, some distressed with 100 years of use and abuse.

8½ × 11 IN., 305 PAGES, SPIRAL BOUND, \$19.95

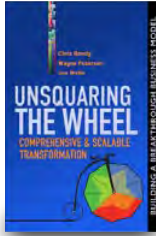


**Unsquaring the Wheel:
Comprehensive & Scalable
Transformation**

Chris Bondy, Wayne Peterson,
Joe Webb

This is a crucial time for graphic communications businesses. , RIT's Chris Bondy, Wayne Peterson of the Black Canyon Consulting Group, and Dr. Joe Webb of Strategies for Management began the examination of business models, technology, marketing, and management. The result was a new process to assess and understand the condition of a complete business enterprise.

6 x 9 IN., 317 PAGES, HARDCOVER, \$34.99



Test Targets

RIT School of Print Media

Test Targets is a collection of scholarly papers contributed by faculty, students, and alumni of Rochester Institute of Technology. It is a collaborative effort exploring the use of scientific method for color imaging and process control. Published by RIT School of Media Sciences (formerly the School of Print Media).

**VOLUMES 3.0–11.0 AVAILABLE
8½ x 11 IN., SOFTCOVER, \$24.95 EACH**

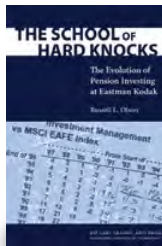


**The School of Hard Knocks:
The Evolution of Pension
Investing at Eastman Kodak**

Russell L. Olson

Olson, a consultant on institutional investing, retired in 2000 as director of pension investments, worldwide, for Eastman Kodak Company. He had overseen Kodak's pension funds since 1972. Over the 1980s and 1990s (and through 2004) Kodak's pension fund was one of the best performing pension funds in the country.

6 x 9 IN., 114 PAGES, SOFTCOVER, \$29.99



**It Isn't Just Business,
It's Personal**

Arunas A. Chesonis
and David Dorsey

Rochester-based PAETEC Communications CEO Arunas Chesonis and his people tell how, by following a handful of basic ethical principles, their company has emerged as an example of how to succeed in the twenty-first century, not just in telecom, but in any industry.

6 x 9 IN., 172 PAGES, SOFTCOVER, \$8.99

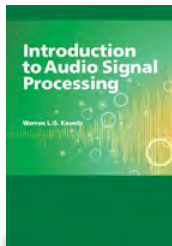


**Introduction to Audio
Signal Processing**

Warren L. G. Koontz

Audio signal processing is at the heart of recording, enhancing, storing and transmitting audio content. It is used to convert between analog and digital formats, to cut or boost selected frequency ranges, to remove unwanted noise, to add effects and to obtain other desired results. Koontz provides an introduction to this topic with an emphasis on digital audio signal processing. Using exercises with MATLAB scripts and functions, students will be able to process audio in real time on their own PC.

7 x 10 IN., 184 PAGES, SOFTCOVER, \$39.95

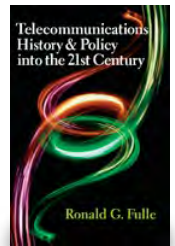


**Telecommunications
History & Policy
into the 21st Century**

Ronald G. Fulle

This book provides an overview of the telecommunications environment and the factors that have shaped this industry from its inception through 2009. Fulle presents a valuable examination of telecommunications, not only from its technological advances, but through case studies and analysis of the four components of industry change.

6 x 9 IN., 252 PAGES, SOFTCOVER, \$34.99



Comics Studies Monograph Series

Central to contemporary media as an intersection of image and word, the world of comic books is produced by creators, fans, and scholars who understand this graphic medium as entertainment and art, reflection and guide. The Comics Studies Monograph Series embraces the historical, geographic, and theoretical complexity of comics and invites submissions that deal with creators and titles as well as genres and cultural trends. With elegant book design and full color images, the series is committed to presenting in-depth studies in a sophisticated way that complements the medium.
Series editor: Terrence Wandtke, East-West University.

Narrative Structure in Comics: Making Sense of Fragments

Barbara Postema

In *Narrative Structure in Comics: Making Sense of Fragments*, Barbara Postema seeks to explain how comics communicate and create meaning, with an emphasis on two aspects of comics. She first examines the pictorial quality of comics, which receives more emphasis than verbal/textual elements. Her second focus is upon the storytelling and narrative qualities of comics, as well as the literary explorations they provide. The “narrative structure” refers to the potential of images, the story telling capacities of panels, and the sequence of panels, in addition to the more traditional narratological concepts.

7 × 10 IN., 188 PAGES, SOFTCOVER, \$29.95



The Comics Scare Returns: The Contemporary Resurgence of Horror Comics

Terrence R. Wandtke

The popularity of horror comics in the 1950s was curtailed by a suppression of popular horror stories by those concerned with juvenile delinquency and bad taste. Thirty years later, creators Alan Moore and Neil Gaiman produced popular and artful comics like *Swamp Thing* and *The Sandman* that took advantage of the new shape of American culture in the 1980s. Terrence Wandtke details the history and re-shaping of horror comics and its relevance to popular series such as *Hellboy*, *The Goon*, and *The Walking Dead*.

7 × 10 IN., 344 PAGES, SOFTCOVER, \$29.95



The Dark Night Returns: The Contemporary Resurgence of Crime Comics

Terrence R. Wandtke

Crime comic books in the 1950s caused controversy leading to their suppression and near extinction. Twenty-five years later, the dark hero, femme fatale, and bleak outlook of crime story comic books are even more striking and subversive. Wandtke traces the history of crime comics from their beginnings to the current resurgence and analyzes the cultural forces that gave rise to works like Miller’s *Sin City*, Azzarello’s *100 Bullets*, and Brubaker’s *Criminal*.

7 × 10, 206 PAGES, SOFTCOVER, \$29.95

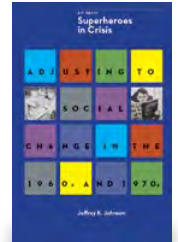


Superheroes in Crisis: Adjusting to Social Change in the 1960s and 1970s

Jeffrey K. Johnson

As the founding fathers of the superhero comic books, Superman and Batman have defined a genre of American mythology from the mid-twentieth century to the present. The author describes how the Man of Steel and the Dark Knight dealt with their midlife crises brought on by the cultural and social changes of the 1960s and 1970s. Johnson describes how the superheroes’ problems and adaptations mirror much of American societal changes during that time.

7 × 10, 142 PAGES, SOFTCOVER, \$29.95



From My Seat on the Aisle: Movies and Memories

Jack Garner, Foreword by Robert Forster, Preface by Scott Pitoniak

From My Seat on the Aisle chronicles more than 30 years of Garner’s experience as a nationally syndicated film critic for Gannett newspapers. His book compiles the best of his essays, reviews, and interviews with celebrities such as Audrey Hepburn, Clint Eastwood, Meryl Streep, Jimmy Stewart, and Philip Seymour Hoffman. Garner offers a perspective into the world of film that is humorous, anecdotal, and insightful.

6 × 9 IN., 260 PAGES, SOFTCOVER, \$19.99



Vignelli: From A to Z

Massimo Vignelli, Lella Vignelli

This superbly presented volume is a treasure trove of the thoughts of internationally acclaimed designers Lella and Massimo Vignelli. For ten years, Massimo Vignelli taught a summer course at the School of Design and Architecture at Harvard on subjects that were initially alphabetised for convenience, but now form the basis of this unprecedented and highly entertaining publication. Beginning with the intriguing 'A for Ambiguity', it continues through the alphabet, describing their approach to subjects as diverse as book design, discipline, furniture, garment design, interior design and lighting, newspapers, packaging and typography. It offers a rare insight into the minds of two exceptional modernist designers. First published in Australia in 2007 by The Images Publishing Group Pty Ltd.; first U.S. edition published by RIT Press in 2017.



6½ × 8½ IN., 196 PAGES, HARDCOVER: \$60.00, SPECIAL EDITION IN RED SLIPCASE: \$115.00

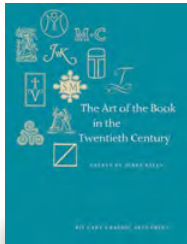
The Art of the Book in the Twentieth Century

Jerry Kelly

Through the selection of eleven master designers, Kelly illustrates a wide range of styles: from classically inspired design and historical revival, to novel and modern layouts.

He describes the care with which each designer combined typographic elements in his own unique way. The selection of these designers, ranging from Updike to Zapf, is only a sampling of the practitioners that the twentieth century produced, but they are indicative of the range of book design styles achieved during this dynamic century.

9 × 12 IN., 200 PAGES, HARDCOVER, \$39.95-\$15.00

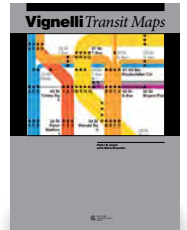


Vignelli Transit Maps

Peter B. Lloyd with Mark Ovenden

Vignelli Transit Maps describes the history of the New York subway maps and follows this city's transportation growth from separate, independent lines to one large system. Peter B. Lloyd uncovers the history of the Vignelli map that includes the legacy of the people who created and promoted this New York icon—as well as those who hastened its demise. The book includes a first glimpse at original, early development sketches of the famed map and of its recent successors.

9 × 12 IN., 128 PAGES, SOFTCOVER, \$39.99



Where Would the Button Be Without the Button Hole? ...

George Tscherny

This book is about designs born of necessity; often spontaneously, always pragmatically. It is also about the particular sensibility of graphic designer George Tscherny and his ability to find beauty or art in the most ordinary things, and to communicate this appreciation to others. Experience his infectious enthusiasm for "anonymous," "ad hoc," or "vernacular" design, for objects that have an aesthetic appeal in spite of themselves, for creations that are both ingenious and ingenuous.

8 × 11 IN., SOFTCOVER, 32 PAGES, \$19.95-\$5.00

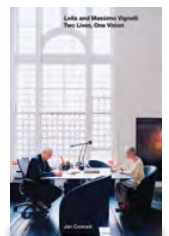


Lella and Massimo Vignelli: Two Lives, One Vision

by Jan Conradi

Lella and Massimo Vignelli: Two Lives, One Vision is a portrait of two important twentieth-century designers whose careers intertwined since the 1950s. The Vignellis promote a modernist philosophy of designing for a better society: resourceful use of space and materials, clear communication, lasting quality, and logical functionality. With wit, grace, focus, and finesse, the Vignellis' sustained pattern of working and living has influenced, and continues to inspire, generations of designers worldwide.

6 × 9 IN., 176 PAGES, SOFTCOVER, \$34.99



Lenses for Design

Josh Owen

Lenses for Design describes and explains the unique, creative process of American industrial designer and educator, Josh Owen. Project by project, Owen illustrates and decodes his philosophy and approach to design invention and problem solving. His designs combine clarity of purpose and functional efficacy with emotive and tactile qualities that will prove instructive and inspirational.

About the author: Josh Owen is a designer and professor of Industrial Design at RIT. His work has been featured at the Venice Biennale and is in the permanent design collections of the Centre Georges Pompidou, Chicago Athenaeum, Musée des Beaux-Arts de Montreal, National Museum of American Jewish History, Philadelphia Museum of Art, and the Taiwan Design Museum, among others. Significant manufacturers in the U.S. and Europe produce his home/design, furniture, and office products, which are regularly featured in design books, periodicals and in critical design discourse. Owen's "Build" and "Meta" design academic projects have successfully pioneered integrated practice pedagogy for the field of Industrial Design.

7 × 10 IN., 252 PAGES, HARDCOVER, \$49.95



No Words Posters: One Image Is Enough

Armando Milani

Armando Milani has curated a collection of nearly 200 posters that deliver a unique perspective on social issues. Nearly 100 internationally acclaimed graphic designers are featured — many contribute their personal artist statements. Includes a foreword by R. Roger Remington.

6¼ × 9¼ IN., 252 PAGES, HARDCOVER, \$49.95



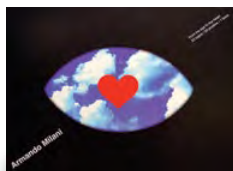
From the Eye to the Heart: 50 Logos / 50 Posters / 1 Book

Armando Milani

Renowned Italian graphic designer Armando Milani specializes in branding programs and posters for humanistic causes. This catalog shows the two sides of Milani's profession, facing 50 logos with 50 posters.

ARMANDO MILANI/VIGNELLI DESIGN

12 × 8½ IN., SPIRAL BOUND, \$24.95



The Graphic Design Archives Chapbook Series celebrates the achievements of key design pioneers whose work is held in the Cary Collection at RIT Libraries. From the inaugural acquisition in 1984, RIT's holdings have grown to include the work of 45 designers. Series editor: Kelly Norris Martin, RIT.

EACH 7½ × 7½ IN., SOFTCOVER, ILLUSTRATED (MOSTLY COLOR). SET OF 6 CHAPBOOKS: \$99.99

George Giusti: The Idea Is the Heart of the Matter

Ned Drew, Brenda McManus,
Paul Sternberger

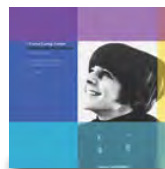
88 PAGES, \$21.95



Elaine Lustig Cohen: Modernism Reimagined

by Aaris Sherin

66 PAGES, \$21.95



Will Burtin: The Display of Visual Knowledge

R. Roger Remington, Amy J. Vilz

40 PAGES, \$15.99



Purity of Aim: The Book Jacket Designs of Alvin Lustig

Ned Drew, Paul Sternberger

88 PAGES, \$21.95



Lester Beall: Space, Time & Content

R. Roger Remington,
Massimo Vignelli

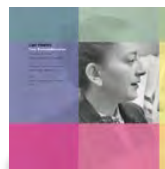
36 PAGES, \$15.99



Cipe Pineles: Two Remembrances

Estelle Ellis, Carol Burtin Fripp

44 PAGES, \$15.99

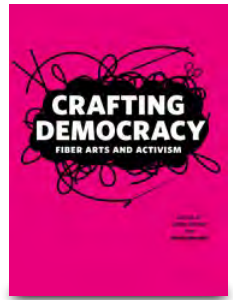


Crafting Democracy: Fiber Arts and Activism

Edited by Juilee Decker and Hinda Mandell

Crafting Democracy: Fiber Arts and Activism calls upon craft, during an era of political disruption, as a creative force to voice dissent, express hope, critique the curtailment of civil rights, and to restore dignity to the human experience. The essays and artwork featured in this exhibition catalogue are framed within the context of American democracy and disclose how we, as individuals and as a culture, “craft democracy” and ultimately question what democracy means today. Foreword by Betty M. Bayer. Essays by Juilee Decker, Hinda Mandell, Beth McLaughlin, Alena Amato Ruggerio, Kate Bonansinga, and Margo Smith. Afterword by Sarah Parrish. Includes works by over 30 artists.

5¼ × 7 IN., 128 PAGES, SOFTCOVER, \$34.95



Art for the People: Decorated Stoneware from the Weitsman Collection

John L. Scherer

A copiously illustrated and scholarly analysis of the single most important collection of 19th century American decorated stoneware. The book is a careful study of ordinary forms and their humble, utilitarian purposes that became vessels for an expression of a person, of a place, or of an event. What started out as an everyday ware was transformed into a work of art and the decorative designs in cobalt blue afford insight into and reflect life in 19th century America. Sometimes commemorative and other times humorous, whimsical, or provocative, the book’s 230 examples and 340 color photographs fully illustrate the variety of decorative folk art imagery, the range of potters and potteries, the broader historical context of manufacturing and transportation, and an important American tradition with regional practices. Senior historian emeritus John L. Scherer’s engaging and authoritative text, in tandem with the illustrations, leads to greater understanding of these remarkable works.

NEW YORK STATE MUSEUM

10½ × 14½ IN., 296 PAGES, HARDCOVER, \$75

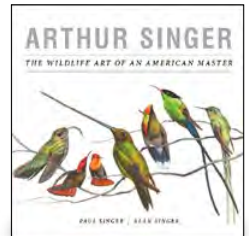


Arthur Singer: The Wildlife Art of an American Master

Paul Singer and Alan Singer

Singer was an American wildlife artist specializing in bird illustration. In a career spanning five decades, he illustrated more than 20 books, including his masterpiece, *Birds of the World*, as well as the classic bird guides: *Birds of Europe*, *The Hamlyn Guide to Birds of Britain and Europe*, and *Birds of North America*. During the 1980s, Singer’s paintings of state birds were seen by millions when the USPS issued the State Birds & Flowers postage stamps. He received the Hal Borland Award in 1985 from the National Audubon Society. His paintings are represented in many public and private collections in the United States and Europe. Since his death in 1990, retrospectives of Singer’s work have been presented in several museums and art galleries. Most recently, Singer’s watercolors painted during his army years have appeared in the documentary and book entitled *The Ghost Army of World War II*, which has helped generate a new interest in the artwork of the 603rd Camouflage Unit.

11 × 11 IN., 198 PAGES, HARDCOVER, \$60.00

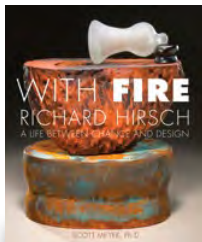


With Fire: Richard Hirsch A Life Between Chance and Design

Scott Meyer

With Fire is the story of ceramic artist Richard Hirsch, and an examination of the work for which he is so widely celebrated. This richly illustrated book presents the life of an artist whose career spans some of the most important developments in the American Clay Movement.

9 × 11 IN., 160 PAGES, SOFTCOVER, \$24.99

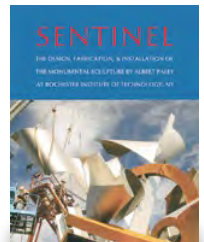


Sentinel: The Design, Fabrication, and Installation of the Monumental Sculpture by Albert Paley

Edited by James Yarrington, with Sam Hunter, Frank Cost

Paley’s *Sentinel* transformed the face of RIT: a dramatic focal point in the heart of campus, the largest sculpture at any American university. This book chronicles all aspects of *Sentinel*’s inception, through essays and an interview with the artist.

9 × 11½ IN., 128 PAGES, SOFTCOVER, \$35.99-
\$15.00



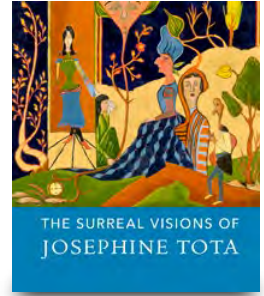
The Surreal Visions of Josephine Tota

Jessica Marten, essay by Janet Catherine Berlo

Tota (1910–1996) was a seamstress and amateur artist who lived a conventional life among the Italian immigrant community in Rochester, New York. In her seventies, she spent countless hours painting in the privacy of her home, where she imbued over ninety small jewel-like paintings with the richness of her strange imagination. Tota captured and condensed anxieties accumulated over a lifetime. Her works reference myriad art-historical and popular culture sources—medieval illuminated manuscripts, early Renaissance panel paintings, the work of Frida Kahlo and Salvador Dalí, fairy tales, and children’s book illustrations—into private images of startling immediacy and timelessness.

RIT PRESS AND THE MEMORIAL ART GALLERY

8½ × 10 IN., 120 PAGES, SOFTCOVER, \$24.95



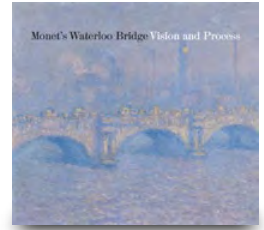
Monet's Waterloo Bridge: Vision and Process

Nancy Norwood

Impressionist master Claude Monet began over forty versions of *Waterloo Bridge* during his three London sojourns between 1899 and 1901. He viewed his paintings both individually and as an ensemble, collectively expressing the atmosphere and colors of the fog-bound landscape of London’s Thames River. The 2018 exhibition of the same name at Memorial Art Gallery brought together eight paintings from the famous London series. Scholarly essays and an in-depth technical study of the MAG’s *Waterloo Bridge, Veiled Sun* (1903) explore Monet’s artistic vision as well as the process by which he struggled to achieve that vision.

RIT PRESS AND THE MEMORIAL ART GALLERY

10 × 9 IN., 104 PAGES, SOFTCOVER, \$34.95



Savage Impressions:

An Aesthetic Expedition Through the Archives of Independent Project Records & Press

Bruce Licher is a musician, artist, and designer who founded Independent Project Press after learning the art of letterpress printing at the Women’s Graphic Center in downtown Los Angeles at the beginning of 1982. His initial projects centered around creating album covers, postcards, and promotional stamps for his band Savage Republic. It didn’t take long before he was producing work for other Los Angeles underground music groups, along with a growing number of clients in the Los Angeles design community. With the current explosion of interest in letterpress printing, many are looking to see how new work can be influenced by the past. Active since 1982, Licher’s Independent Project Press is a contemporary studio that has bridged technological eras and produced an unparalleled body of work. It has culled from the past while simultaneously turning it on its head with a distinct visual vocabulary that continues to influence current aesthetics. This book stands as a major documentation of one of the most influential letterpress studios currently in existence.

P22 PUBLICATIONS

12 × 12 IN., 240 PAGES, HARDCOVER, \$79.95



**Sutures and Spirits:
The Photographic
Illustrations
of Lejaren à Hiller**
Douglas Manchee



Lejaren à Hiller (1880–1969) pioneered advertising photography for an industry dominated by text and an occasional line drawing. An advertising and editorial photographer in early twentieth-century America, Hiller began his career as an illustrator. He first recognized photography's potential as a persuasive method to sell products and services, as well as illustrating magazine stories. Best known for his large and exquisitely detailed studio sets that often depicted historical scenarios or exotic foreign lands, Hiller produced thousands of photographs for a variety of clients. The author includes examples from all aspects of Hiller's career, and he examines two of Hiller's most recognizable projects: the *87 Lands* campaign for Canadian Club Whisky, and *Surgery Through the Ages*, commissioned by Davis and Geck.

8 × 10 IN., 208 PAGES, SOFTCOVER, \$39.95

**Jeannette Klute:
A Photographic
Pioneer**
Therese Mulligan



The focus of Jeannette Klute's career at Eastman Kodak Company was on new discoveries in color photography, in particular, the Dye Transfer color process. Klute used the laborious Dye Transfer process in the interest of highlighting landscape and natural settings. The release of this new title illuminates a particular period in twentieth-century American photography, accompanied by fine examples of Klute's work. Her photographs are held by a small number of collections in the U.S., and the RIT Archive Collections contains the largest holding of her lifelong work.

8½ × 8½ IN., 72 PAGES, SOFTCOVER, \$21.95

Rochester Panorama
Frank Cost

Inspired by a 1906 panoramic photo of Rochester, New York, Frank Cost captured numerous panoramas of modern-day Rochester over a ten-year period (2002–2011) using a variety of digital technologies. This oversized book contains over twenty of these stunning images. This edition is published and distributed by RIT Press through a special arrangement with Fossil Press.

22 × 7.5 IN., 56 PAGES, SPIRAL BOUND, \$75.00

**"Whose Streets? Our
Streets!" New York City:
1980–2000**

Edited by Tamar W. Carroll

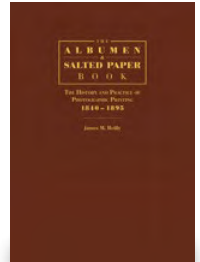


"Whose Streets? Our Streets!": New York City 1980-2000 showcases the work of 37 independent photojournalists who documented ordinary New Yorkers as they rallied, marched and demonstrated in response to social issues including race relations, police brutality, housing and gentrification, labor, education, the environment, war, LGBTQ rights, HIV/AIDS, feminism, reproductive rights, and art and censorship. Contributors: Tamar W. Carroll, Meg Handler, Josh Meltzer, Michael Kamber, and Victoria W. Wolcott. Distributed by RIT Press.

8 × 11 IN., 96 PAGES, SOFTCOVER, \$24.95

**The Albumen & Salted
Paper Book:
The History and Practice
of Photographic Printing
1840–1895**

James M. Reilly



The Albumen and Salted Paper Book is a descriptive history of the major photographic printing processes that were used between the years 1840-1895. These first 50 years of photography established a tradition of individual experimentation and craftsmanship where each photographer participated in the manufacture of the printing materials that were used. Albumen print and salted paper print were the ordinary, all-purpose materials of the time—albumen print is the second most common type of photograph ever made.

6 × 9 IN., 188 PAGES, HARDCOVER, \$34.99

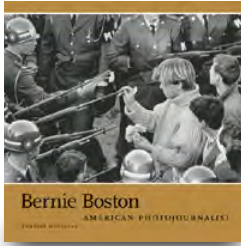


Bernie Boston: American Photojournalist

Therese Mulligan

RIT alumnus Bernie Boston ('55) was a witness to American history as a news photographer. He chronicled the civil dissension and strife of the 1960s, prompted by the Civil Rights and anti-Vietnam war movements; the inner sanctum of the White House and its presidential residents; and history-making newsmakers, scandals, conflicts, and triumphs.

8 × 8 IN., 104 PAGES, SOFTCOVER, \$24.99



Mother Daughter: Posing as Ourselves

Elaine O'Neil, Julia Hess

Through daily portraits, this five-year project charts the physical and emotional changes of two women at the opposite ends of the “young woman” spectrum. Each day, Elaine and Julia stopped their separate activities and met in their living room to pose for a portrait. Includes essays by Deborah Willis, Perri Klass, and Sheila Solomon Klass.

8½ × 8½ IN., 144 PAGES, SOFTCOVER, \$49.95

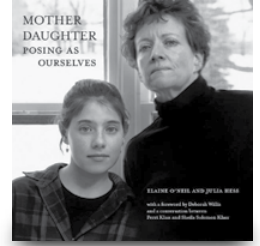
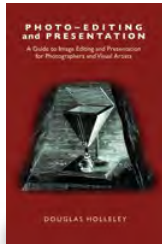


Photo-Editing and Presentation

Douglas Holleley

This book introduces photographers, print-makers, and other graphic artists to the creative possibilities of image editing and presentation. By employing the principles outlined in this book readers can expect that the content of their work will be more coherent and accessible.

6 × 9 IN., 140 PAGES, SOFTCOVER, \$24.95

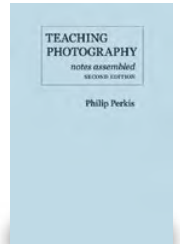


Teaching Photography: Notes Assembled

Philip Perkis

An accomplished photographer and educator, Perkis draws from four decades of teaching experience, and he has distilled his knowledge into this volume of thoughts on visual perception, successful photo lesson exercises, and practical teaching advice for photography instructors.

6 × 9 IN., 80 PAGES, SPIRAL BOUND, \$19.99



Images from Science 2

Organized by RIT School
of Photographic Arts and
Sciences

This exhibit catalog features exciting contemporary photography from the fields of astronomy, physics, engineering, medicine, and microbiology, submitted by photographers from around the world.

**160 PAGES, 8½ × 8½ IN., SOFTCOVER, \$21.99-
\$7.95**



Becoming Visible

Jessica Catherine Lieberman

Lieberman brings together discussions of visibility and illness, photographs of an experience in treatment for Hodgkins lymphoma, and personal testimonial. An artistic and academic contribution to the fields of trauma studies, disability studies and autopathography, this cancer journey reveals how the forces of art and narrative can contribute to social dynamics for change.

8 × 10 IN., 144 PAGES, SOFTCOVER, \$19.95

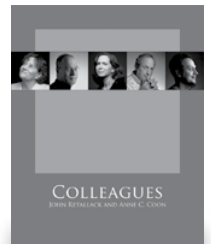


Colleagues

John Retallack and Anne C. Coon

Using ground-breaking advances in printing technology and a bold approach to graphic design, the RIT Cary Graphic Arts Press presents *Colleagues*, a visually stunning collection of portraits by John Retallack with a companion poem, “Enter the Eyes” by Anne C. Coon. The interplay of images and words, introduced by a conversation between Retallack and Coon, challenges the viewer’s understanding of the art, aesthetics, and dynamics of portraiture.

8 × 10 IN., 112 PAGES, SOFTCOVER, \$29.99 \$10.00



Transforming the Landscape: Fifty Years on the New RIT Campus

Edited by Becky Simmons

Transforming the Landscape details the planning and construction of RIT's modern campus coupled with an extensive photographic survey of its innovative architecture. Sarah Thompson's essay offers insights into the planning of the new campus and the commitment to modernist architecture as representative of the institution's future.

9 x 9 IN., 170 PAGES, HARDCOVER, \$34.95



Imagine This: RIT's Innovation + Creativity Festival

Edited by Bruce A. Austin

Covering the first ten years of the Imagine RIT Festival, which annually attracts thousands to the RIT campus. The Festival billboards innovation by showing what can be accomplished when smart, talented people with diverse strengths work together to solve complex societal problems.

9 x 10 IN., 180 PAGES, HARDCOVER, \$34.95



Coming of Age: The Center for Imaging Science at Rochester Institute of Technology

John R. Schott

Coming of Age describes the formation of RIT's Center for Imaging Science (CIS) from its inception in the early 1980s to its current reputation as a nationally recognized research facility. CIS awarded RIT's first Ph.D. in 1993. The program helped transform RIT from a teaching university to a research institute.

6 x 9 IN., 264 PAGES, SOFTCOVER, \$24.95



Learning to Interpret: Working from English Into American Sign Language

Campbell McDermid

ASL interpretation involves more than translating words into signs. As an experienced interpreter educator, McDermid keenly understands this approach. His teachings are grounded in linguistics, research and theory, and his text aptly combines theoretical and practical exercises through use of examples, targeted exercises, and development of skills.

6 x 9 IN., 264 PAGES, SOFTCOVER, \$24.95



A Shining Beacon: Fifty Years of the National Technical Institute for the Deaf

Edited by James McCarthy, foreword by Gerard Buckley

From its early days in 1968 to its fiftieth anniversary, NTID has graduated more than 8,000 alumni and has transformed the education of deaf and hard-of-hearing students forever. Discover the multifaceted experiences of NTID's students, faculty, and staff.

9 x 11 IN., 256 PAGES, HARDCOVER, \$34.95



Moments of Truth: Robert R. Davila, the Story of a Deaf Leader

Harry G. Lang, Oscar P. Cohen, Joseph E. Fischgrund

Withstanding childhood poverty and an illness at age 11 that left him deaf, Davila became one of the first deaf persons in history to earn a doctorate. This book is a tale of self-discovery and resilience appealing to all who face overwhelming odds.

6 x 9 IN., 240 PAGES, SOFTCOVER: \$18, HARDCOVER: \$26

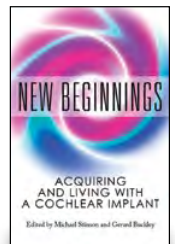


New Beginnings: Acquiring and Living with a Cochlear Implant

Edited by Michael Stinson and Gerard Buckley

Fifteen stories written by deaf/hard of hearing individuals who have had cochlear implants are told within the context of unique histories that are intimate, personal and moving. Readers will gain insight into the struggles and challenges for those who made the decision to get a cochlear implant.

6 x 9 IN., 258 PAGES, SOFTCOVER, \$17.99

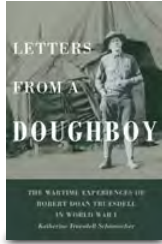


Letters from a Doughboy: The Wartime Experiences of Robert Doan Truesdell in World War I

Katherine Truesdell Schumacher

In the years after World War I, Robert Truesdell never spoke of his war experience, though he had written more than 100 letters to his parents describing the details of his life in the service. The letters span a period of time starting with his arrival in 1917 at Camp Wadsworth, SC, through the Victory March up Fifth Avenue in 1919.

6 × 9 IN., 368 PAGES, SOFTCOVER, \$24.95



Finding Our Place in Nature: Aristotle for Environmental Scientists

Richard Lynn Shearman

Finding Our Place in Nature argues that Aristotelian philosophy provides a much needed ethical foundation for the environmental sciences and for our daily commitment to practices of sustainability. Shearman challenges previously held interpretations of Aristotle's value to the grounding of environmental ethics.

6 × 9 IN., 260 PAGES, SOFTCOVER, \$29.95

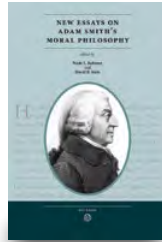


New Essays on Adam Smith's Moral Philosophy

Edited by Wade L. Robison, David B. Suits

Adam Smith (1723–1790) was a Scottish philosopher who, with David Hume, can be ranked as the most famous of the 18th century “Scottish Enlightenment” philosophers. These essays give us a better understanding of the complexities and subtleties of Smith's thought on matters of morality and his relations with Hume.

6 × 9 IN., 254 PAGES, SOFTCOVER, \$24.99



Lucretius: His Continuing Influence and Contemporary Relevance

Edited by David B. Suits, Timothy J. Madigan

Lucretius (c. 99 BCE–c. 55 BCE) is the author of *De Rerum Natura*, a work which tries to explain and expound the doctrines of the earlier Greek philosopher Epicurus. Epicurus, and then his disciple Lucretius, advocated a simple life, free from mental turmoil and anguish.

6 × 9 IN., 142 PAGES, SOFTCOVER, \$24.99



Epicurus: His Continuing Influence and Contemporary Relevance

Edited by Dane R. Gordon, David B. Suits

The philosophy of Epicurus (c. 341–271 B. C. E.), has been a quietly pervasive influence for more than two millennia. At present, when many long revered ideologies are proven empty, Epicureanism is powerfully and refreshingly relevant, offering a straightforward way of dealing with the issues of life and death.

6 × 9 IN., 236 PAGES, SOFTCOVER, \$24.99



Epictetus: His Continuing Influence and Contemporary Relevance

Edited by Dane R. Gordon, David B. Suits

Epictetus (c. 50–c. 120 CE) was born a slave. His master allowed him to attend the lectures of the Stoic philosopher Musonius Rufus and later gave him his freedom. It is clear that Epictetus valued freedom as a precious possession. His teachings about freedom and human dignity have echoed through the millennia.

6 × 9 IN., 264 PAGES, SOFTCOVER, \$24.99

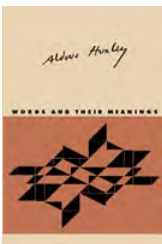


Words and Their Meanings

By Aldous Huxley

An argument as timely as it is timeless, *Words and Their Meanings* argues the significance and power of words. A less well-known work published by The Ward Ritchie Press in 1940, Huxley's essay arrived at the end of the Great Depression and coincided with U.S. entry into WWII, when global relations were heavily impacted by the craft and manipulation of language. RIT Press reintroduces Huxley's philosophy with a limited edition facsimile, produced in partnership with More Vang, Alexandria, Virginia.

6 × 9 IN., 40 PAGES, HARDCOVER, \$34.95



What Is Reading For?

Robert Bringhurst

This succinct and thoughtful essay is the text of a talk commissioned for the Future of Reading symposium in June 2010. Written and designed by Robert Bringhurst, this limited edition is carefully crafted and letterpress printed. Special edition is printed on imported mould-made paper and signed by the author.

5 × 9 IN., 40 PAGES, SOFTCOVER,
STANDARD EDITION: \$29.95,
DELUXE EDITION: \$99.95

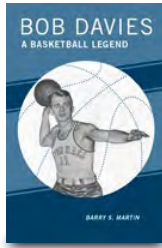


Bob Davies: A Basketball Legend

Barry S. Martin

Davies played a significant role in the development of modern basketball. Davies was one of the first three NBA superstars. As a Rochester Royal, he played on one of only four teams in NBA history to win the playoff championship or finish or tie for first in their division or conference for five consecutive seasons. Davies is credited with introducing the behind-the-back-dribble, developing the penetration and transition styles of play, and creating several innovative passes. Named by *Sports Illustrated* as one of the eight most influential players in the first century of college basketball, the NBA selected him as one of the ten best players in its first quarter century. Davies was a rarity in American sports history—a genuine sports hero and role model. This biography is rich in photos, archival materials and personal interviews.

6 × 9 IN., 296 PAGES, SOFTCOVER, \$18.00

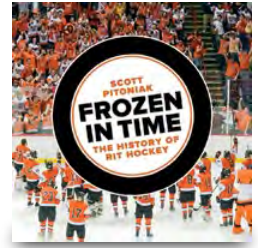


Frozen in Time: The History of RIT Hockey

Scott Pitoniak

Nationally acclaimed sportswriter Scott Pitoniak's *Frozen in Time* recounts the rich history and traditions of the RIT hockey program, and its rise from a humble team with hand-me-down jerseys to one of the nation's most respected athletic programs. Pitoniak's narrative, along with many photos old and new, brings to life the transformation of the RIT Tiger pucksters, chronicling the people, players, places and moments which enabled the men's and women's hockey teams to become national champions.

9 × 9 IN., 172 PAGES, SOFTCOVER, \$24.95
LEATHER-BOUND HARDCOVER, \$125.00

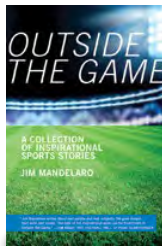


Outside the Game: A Collection of Inspirational Sports Stories

Jim Mandelaro

In this collection of inspirational sports stories previously published in Rochester's *Democrat and Chronicle*, Mandelaro describes the triumphs and tragedies of local and national athletes. These narratives go beyond the wins and losses of the game to illuminate the perseverance of the human spirit over challenging life situations.

6 × 9 IN., 228 PAGES, SOFTCOVER, \$17.95

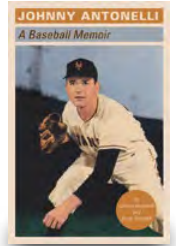


Johnny Antonelli: A Baseball Memoir

Johnny Antonelli and
Scott Pitoniak

One of only 17 major-league players never to have spent a single day in the minors, Antonelli was a highly coveted phenom who signed a "bonus baby" contract with the Boston Braves for \$52,000 a few days after graduating from Rochester's Jefferson High School in 1948. It wasn't until six years later, when he was traded to the New York Giants, that the stylish left-hander began realizing the potential the scouts had seen in him. Following his baseball career, Antonelli became a successful entrepreneur in the tire business. Enjoy this inside look at the Golden Age of baseball.

6 × 9 IN., 132 PAGES, SOFTCOVER, \$17.95



The Old Bank: The Rochester Savings Bank and its Presidents and Trustees From 1831 to 1983

James C. Duffus

This book chronicles the dynamic life span of an important Rochester institution, a mutual savings bank, that by definition, was owned by its depositors and operated for their benefit. It also chronicles the contribution of some of the Presidents and Trustees to the Rochester community.

6 × 9 IN., 108 PAGES, SOFTCOVER, \$19.95



The Life and Letters of Kate Gleason

Janis F. Gleason

Kate Gleason (1865–1933), groundbreaking nineteenth-century industrialist, mechanical engineer, and real estate developer, was her own best invention. The truth of her dynamic life, in all of its complexity, is revealed in Janis Gleason's biography of this legendary American woman.

6 × 9 IN., 204 PAGES, SOFTCOVER: \$17.95,
HARDCOVER: \$24.95



Your friends and family will enjoy these greeting cards, drawn from historic reproductions of items held in the Cary Collection at RIT and other sources. Cards are printed in color on the front with a blank interior, and they look great framed, too! All card sets are packaged in clear gift boxes and contain eight 4¼ × 6 inch cards (two each of four different designs), with envelopes, unless otherwise noted. See them all on our website.

ALL CARD SETS: \$7



LESTER BEALL POSTCARDS:
REA POSTER SERIES 1
12 CARDS, NO ENVELOPES



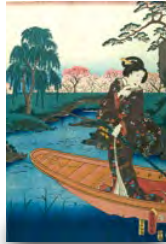
LESTER BEALL POSTCARDS:
REA POSTER SERIES 2
12 CARDS, NO ENVELOPES



WILL BRADLEY SERIES 1



HARPER'S POSTERS BY
EDWARD PENFIELD



JAPANESE WOOD BLOCK
PRINTS



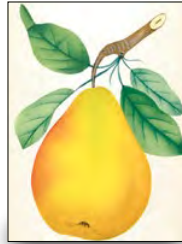
JEANNETTE KLUTE
PHOTOGRAPHS



NURSERYMAN'S CATALOG
FLOWER SET 1



NURSERYMAN'S CATALOG
FLOWER SET 2



NURSERYMAN'S CATALOG
FRUIT SET 1



NURSERYMAN'S CATALOG
FRUIT SET 2



POKER WOODCUTS



W.H PAGE WOOD TYPE



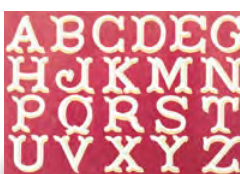
ASSORTED BIG SHOT
8 DIFFERENT IMAGES



SCHOEN PLACE BIG SHOT
8 OF SAME CARD



RIT CAMPUS
50TH ANNIVERSARY



FRENCH PAINTED
ALPHABETS



GREEK ORNAMENT



LONDON IN THE 19TH
CENTURY



GREENLAND
PHOTOGRAPHS



SNOWFLAKE
PHOTOMICROGRAPHS

Letterpress Notecards

These simple stationery sets are printed at the Cary Collection, drawing from our historical collection of metal and wood type. Sheets are blank, with a color illustration at the top. Colors may vary. More than forty designs are available—see them all on our website.

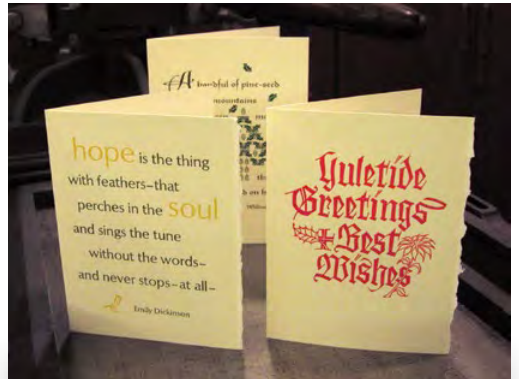
4 SHEETS WITH ENVELOPES, 4¼x5½ IN., \$3



Holiday Letterpress Cards and Valentines

Choose from a variety of holiday greetings in different languages, non-denominational messages, and special valentines for your loved ones. May include quotations from Buddha, Channing, Dickinson, Keller, Rilke, Whitman, and others. These cards are printed by hand in limited runs. See the full selection on our website.

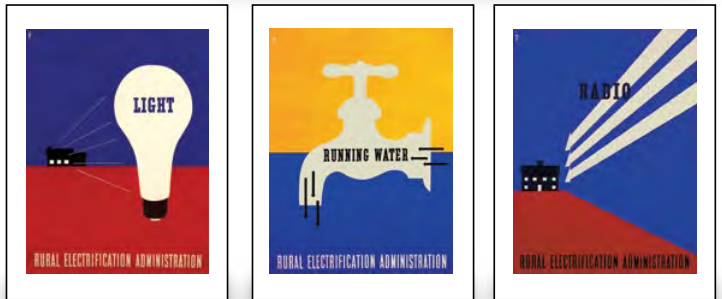
ASSORTED SIZES, \$1.50-\$7



Lester Beall REA Poster Prints

In th 1930s, much of rural America lacked electricity, power, and running water. The Rural Electrification Administration hired designer Lester Beall to create a series of posters illustrating the benefits of electrification. The original posters are held in the RIT Graphic Design Archives. Reproductions are digitally printed on heavyweight paper.

12 x 16 IN., \$15 EACH OR 3 FOR \$40



Flower Power poster

Bernie Boston

Photojournalist Bernie Boston chronicled the civil dissension and strife of the 1960s, prompted by the Civil Rights and anti-Vietnam war movements. This is his iconic "Flower Power" image.

20 x 30 IN., \$10 / "BERNIE BOSTON: AMERICAN PHOTOJOURNALIST" BOOK AND POSTER SET: \$29.99



Forthcoming Titles

Herbert Bayer's *World Geo-Graphic Atlas and Information Design at Midcentury*

Benjamin Benus

In the first monograph devoted to Herbert Bayer's famed 1953 *World Geo-Graphic Atlas*, Benjamin Benus explores the significance and enduring legacy of the former Bauhaus designer's landmark work of visual education. Drawing on extensive archival documentation, this book illuminates the historical relationships between modern art and scientific illustration in the mid-twentieth century, while assessing the Atlas's contributions to the emerging field of information design.

Benjamin Benus, Ph.D. is Associate Professor of Art and Design History at Loyola University New Orleans. His research explores connections between avant-garde art, scientific illustration, and data visualization in Europe and the United States in the early and mid-twentieth century.

A Paradise for Reptiles: Giant Tortoises, Lizards, and Snakes of the Galapagos Islands, Volume 1

Robert H. Rothman, Ph.D.

Reptiles are popularly linked to the mystique of the Galápagos Islands. The first volume is an accessible, comprehensive account of the legendary giant tortoises and the lesser-known reptiles. To understand the course of colonization and evolution in the archipelago, an overview of the complex geological history of the Galápagos introduces *A Paradise for Reptiles*, followed by chapters on tortoises, geckos, and snakes. Rothman draws from a wide range of scientific literature to explore the research on the natural history, behavioral ecology, physiology, genetics, and conservation of each major group of reptiles. *A Paradise for Reptiles* is richly supplemented with 30 years' worth of photographs taken by the author during annual trips to the Galápagos Islands.

Robert H. Rothman, Ph.D. is Professor Emeritus, Thomas H. Gosnell School of Life Sciences, at Rochester Institute of Technology. He initiated, taught, and led 32 annual trips to the Galapagos Islands for science and non-science RIT students.

Forthcoming Series

Craft for Social Change Chapbook Series

Craft for Social Change spotlights original scholarship about how craft objects are created and deployed to enact social reform and express dissent to the reigning political order and social status quo. The series generously defines and enthusiastically embraces a big-tent approach to craft by medium, historical era, technical approach, level of expertise and geographic location of the craftwork. The series welcomes submissions from interested scholars, curators, makers and activists.

Series editor: Hinda Mandell, Ph.D., School of Communication at RIT.

Arts & Crafts Movement Chapbook Series

A forum for significant, accessible original scholarship focusing on multidimensional elements of the decorative arts movement popular from 1875 to 1920. Authors employ diverse methods to prepare compelling narratives exploring and contextualizing enduring Arts & Crafts subjects. The series enhances and expands understanding of the Movement, including historical, social, economic, political, biographical and aesthetic analyses.

Series editor: Bruce Austin, Ph.D., RIT.

Film History: Texts and Technology

A new RIT Press series on the domestic and international history of film as media texts and the evolution of cinematic apparatus. We invite original scholarship on subjects such as classical films, directors, and genres; film restoration and preservation; early cinematic technology and advances in cinematic technology; historical politics and propaganda in film; historical analysis of film production, distribution, exhibition, and reception; historical adaptations; gender, sexuality and representation throughout film history; analyses of films in their historical context.

Series editors: Brian Snee, Ph.D., University of Scranton; Steffi Shook, Ph.D., Manhattanville College.

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